

What is Working with SHSPs?

Noteworthy Practices from Across the U.S.

presented to

New Jersey Transportation Research Showcase

presented by

Cambridge Systematics, Inc.

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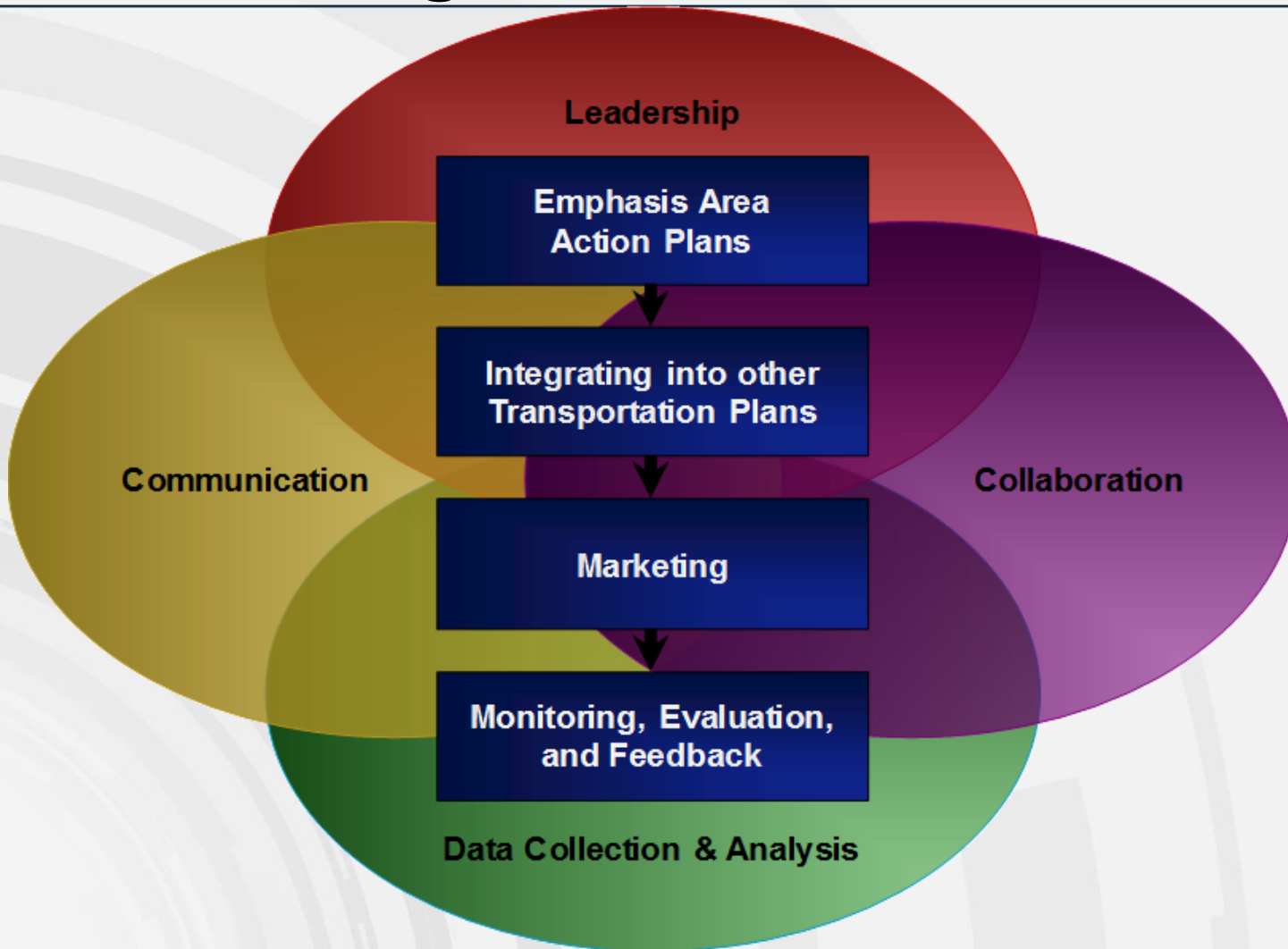


New Jersey Success Stories

- Outreach to local governments and agencies
- Safety planning at the MPO level
- Upgrade to the crash data system
- Nationally recognized young driver program



The Essential Eight



Common Challenges

- Leadership involvement
- Collaboration between the 4Es
- Stakeholder Involvement
- Data
- Integration with other Safety Plans
- Evaluation
- Branding and Marketing

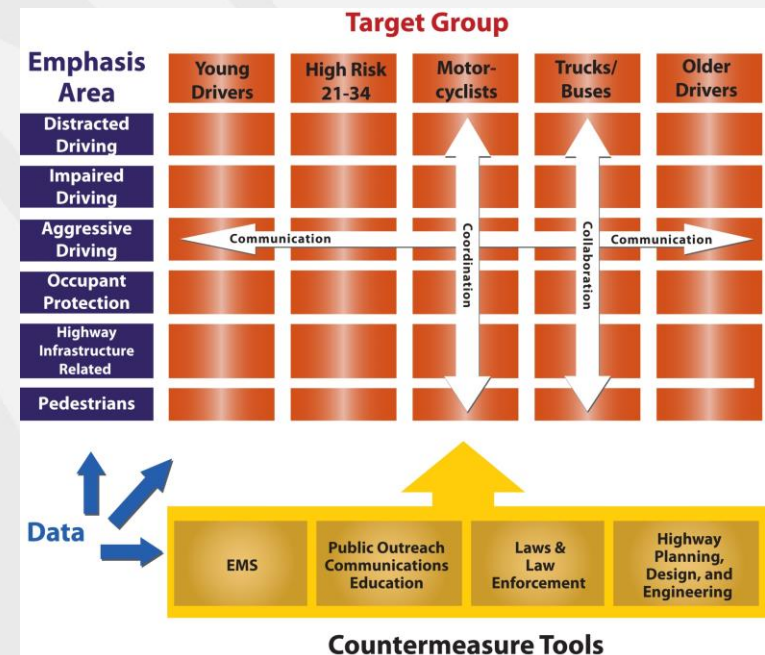


Leadership Involvement – California

- Meets yearly
- Roles and responsibilities
 - » Implement, maintain, and evaluate the strategic actions
 - » Provide input into SHSP policies and procedures;
 - » Review progress
 - » Offer advice and guidance,
 - » Leverage resources, address challenges, and remove barriers.
- Results
 - » Increased accountability

4E Collaboration – Illinois & Maryland

- Illinois engineering and enforcement collaboration
 - » Improved understanding
 - » More safety accountability
 - » Training and cross-disciplinary education
- Maryland EMS involvement
 - » Separate EMS emphasis area
 - » EMS knowledge on all implementation teams

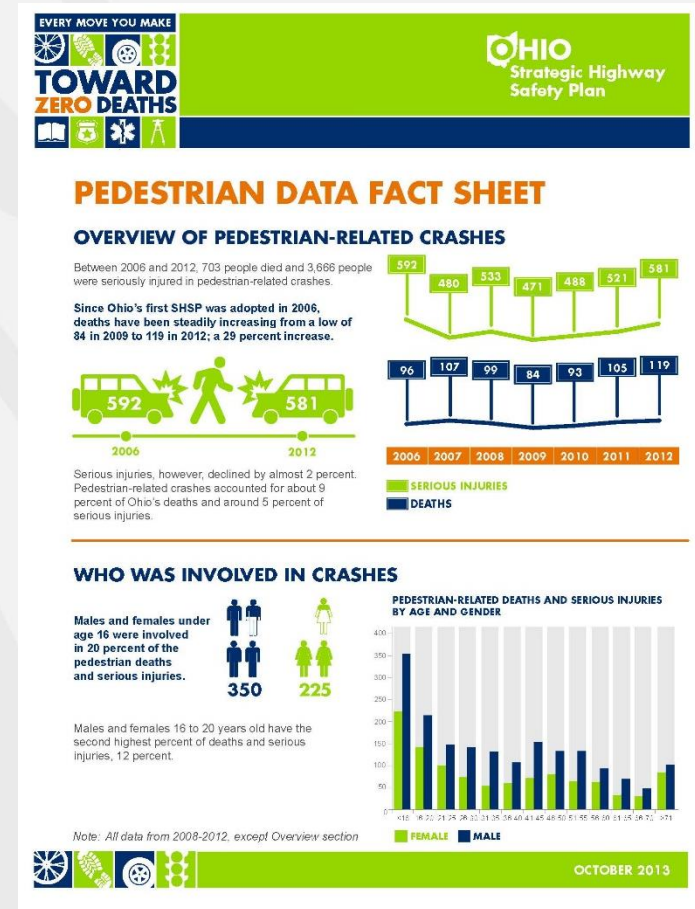


Stakeholder Involvement – Louisiana

- Statewide Emphasis Area Teams
 - » Strong co-leaders known and respected statewide
- Regional Coalitions
 - » Safety plans based on regional data
- Funding support
 - » Meet SHSP needs

Data – Ohio

- Crash Statistics System (CSS)
 - » Single statewide crash database
- GIS Crash Analysis Tool (GCAT)
 - » On-line GIS web tool
- Crash Analysis Module (CAM)
 - » Facilities common data analysis and queries



Integration with Other Plans – North Dakota

- Promote coordination with other partners and initiatives
- Establish consensus on long-term and intermediate goals
- Reach out to the Tribes



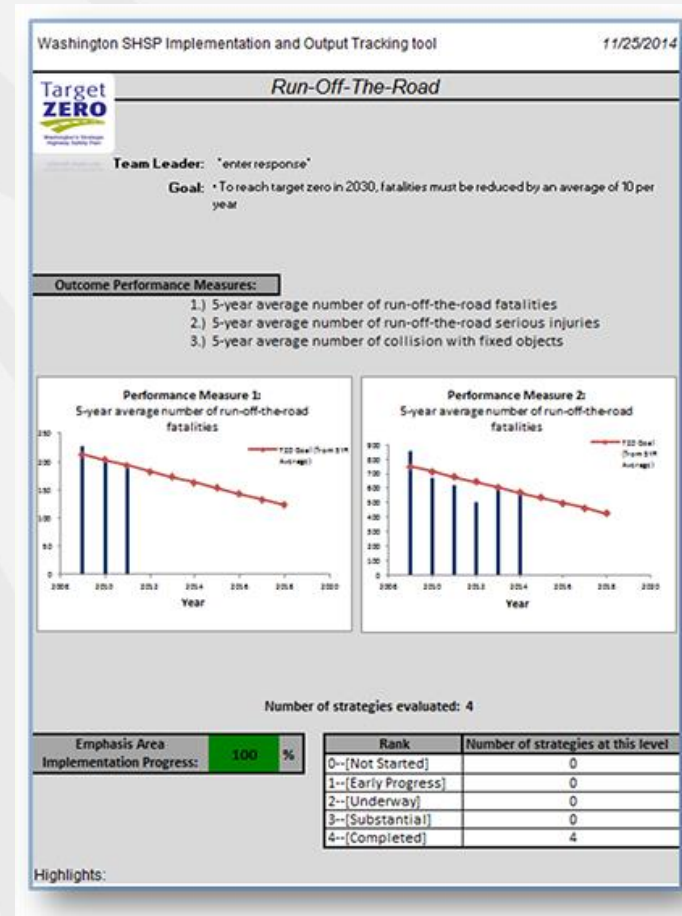
Evaluation – Nevada & Washington State

● Nevada

- » Performance measures to track impact of strategies
- » Progress on objectives
- » Annual Report

● Washington State

- » Evaluation plan
- » Progress on meeting goals and objectives
- » Status of implementation activities



Branding and Marketing – Utah

Zero Fatalities campaign

- » Integrated and comprehensive media/marketing plan
- » Maximizes outreach
- » Weekly safety messages
- » 70% public recognition

Zero Fatalities

A Goal We Can All Live With

Drowsy Driving | Distracted Driving | Aggressive Driving | Impaired Driving | Not Buckling Up

Get more information at www.zerofatalities.com

Resources

● FHWA Office of Safety

- » Noteworthy Database
- » <https://rspcb.safety.fhwa.dot.gov/noteworthy/default.aspx>.

● Communities of Practice

- » Strategic Highway Safety Plans
- » https://rspcb.safety.fhwa.dot.gov/shsp_cop.aspx



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